

GUIDELINES FOR USE OF TOURIST DEVELOPMENT FUNDS

GUIDELINES FOR FUNDING:

- 1) Support new or ongoing projects which meet criteria as outlined herein.
- 2) To the maximum extent possible, funds set aside for grants shall be made available for activities that promote tourism throughout the entire county and result in overnight stays, where feasible.

ELIGIBLE USE OF FUNDS:

The following are examples of how tourist development funds may be used to promote tourism in the county:

- 1) Advertisement and promotion for convention centers, sports stadiums, coliseums, auditoriums, or museums, including television, radio, newspapers, magazines, multi-media, billboards and signage (must be published primarily outside Sumter County).
- 2) Construction, extension, enlargement, remodeling, repair and/or improvements for convention centers, sports stadiums, coliseums, auditoriums, or museums
- 3) Maintenance and operating expenses for convention centers, sports stadiums, coliseums, auditoriums, or museums
- 4) Any other appropriate expense allowable under Section 125.0104, Florida Statutes
- 5) Promotional expenses in conjunction with an event to increase the awareness of Sumter County outside this area. All printed promotional or related material must contain the following "**This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council.**"
- 6) Out-of-county advertising and publicity of an event to increase participation, attendance and awareness. All printed promotional or related material must contain the following: "**This event has been funded in part by a Tourist Development Tax Grant from the Sumter County Board of County Commissioners in conjunction with the Sumter County Tourist Development Council.**"

INELIGIBLE USES

The following are examples of how tourist development funds may not be used:

- 1) Annual operating expenditures not directly related to the project or event.
- 2) Legal, medical, engineering, accounting, auditing, planning feasibility studies or other consulting services.
- 3) Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
- 4) Real property or capital improvements to privately owned facilities.
- 5) Tangible personal property including but not limited to office furnishings or equipment, permanent collections, or individual pieces of art.
- 6) Interest reduction of deficits or loans.
- 7) Expenses incurred or obligated prior to or after the grant project period.
- 8) Prize money, scholarships, awards, plaques, T-shirts, uniforms or certificates.
- 9) Travel not associated directly with project.
- 10) Projects which are restricted to private or exclusive participation.
- 11) Private entertainment, food and beverages.
- 12) Expenses to fund other events not recommended by the TDC or approved by the Sumter County BOCC.